**Advanced Supply Chain Management**

**September 2023 Examination**

**1. since demand forecasting lays foundation for an organization’s supply chain process, and its performance depends on the accuracy of the forecast, what would be your approaches to demand forecasting? Discuss with examples. (10 Marks)**

**Ans:**

**Introduction:**

Demand forecasting is a critical issue in any employer's supply chain process. It entails predicting future customer call for services or products, which is the muse for robust planning and decision-making at some stage in the delivery chain. Accurate demand forecasting is vital for optimizing stock tiers, manufacturing schedules, aid allocation, and operational performance. In today's dynamic business environment, wherein purchaser preferences, market trends, and external elements can rapidly trade, businesses want robust calls for

. This method promotes shared obligation for forecast accuracy and ensures relevant stakeholders have a holistic view of market traits.

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**2. If you are given the task to design a distribution channel what major decisions related to designing a distribution channel will you focus on? Discuss the problems that you may have to tackle while designing the network. (10 Marks)**

**Ans :**

**Introduction:**

Designing a distribution channel is crucial to a business's supply chain control method. The distribution channel acts as a bridge among producers or producers. It helps clients ensure products attain the right area, at the proper time, and within the appropriate situation. This channel is pivotal in connecting numerous stakeholders in the delivery chain and affects a company's universal performance, profitability, and consumer satisfaction. In this paper, we can discover the full-size choices related to designing a distribution channel, its related

**3. A manufacturer of a product with uncertain market demand wants to sign a long-term contract with a transporter. The bulk contract cost is Rs10/kg and spot market costs are Rs.12.50/kg. The manufacturer estimates from the past data that the average transport capacity required is 70 kg per month with a standard deviation of 5 kg.**

**a. For how much load should the manufacturer sign a long-term bulk contract? (5 Marks)**

**Ans :**

**Introduction:**

The manufacturing industry is constantly faced with challenges, and one of the maximum widespread dilemmas for manufacturers is the uncertainty surrounding market call for. In one of these dynamic business surroundings, making knowledgeable selections is critical to make certain value-effectiveness and profitability. Long-term contracts with suppliers or transporters are pivotal in stabilizing operations and securing favorable pricing. This essay

**b. What different pricing strategies can be used to maximize revenue? (5 Marks)**

**Ans :**

**Introduction:**

In today's distinctly aggressive business environment, producers often face uncertainty in marketplace demand for their merchandise. The capability to conform to those fluctuations is critical for maintaining profitability. One practical technique to tackling this mission is forming long-term contracts with transporters, permitting producers to ease with reliable